



DANIEL H. PURDIE

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SHAREHOLDER

Mr. Purdie is a member of the firm's Corporate and International sections. His practice focuses on transactional franchising, licensing and distribution matters. He assists clients in a broad range of industries, including food, fitness, hair care, real estate, cleaning and educational concepts. Mr. Purdie also frequently advises clients with respect to contract drafting and negotiation, business formation, and general corporate matters.

Prior to joining Kirton McConkie, Mr. Purdie was an associate for a law firm in Houston, Texas in its litigation practice group, focusing on issues related to the oil and gas industry.

EXPERIENCE

Drafting franchise disclosure documents and franchise agreements.
 Compliance with federal and state franchise registration and disclosure laws.
 Structuring franchise offerings including single unit and area development programs.
 Advising regarding sweepstakes and contests, including drafting official rules.
 Enforcing franchise system standards and protecting intellectual property.
 Franchise default and termination.
 Responses to data breach incidents.
 Drafting and negotiating commercial contracts.
 Managing due diligence investigations for mergers and acquisitions.
 Ensuring domestic and international regulatory compliance for online educational program.

EDUCATION

University of Texas Law School, J.D., 2011
 University of Utah, B.S., Finance, *magna cum laude*, 2006

ADMISSIONS & AFFILIATIONS

Bar Admissions:

Texas, 2011

Utah, 2014

Affiliations:

Franchise Section, Utah State Bar, Chair, 2016-2017

American Bar Association, Forum on Franchising

PRACTICE AREAS

CONTRACTS
 CORPORATE
 CYBERSECURITY AND
 DATA PRIVACY
 INTERNATIONAL
 LICENSING

INDUSTRIES

FRANCHISING